



*jebbee



Brand Guidelines

HOW TO'S & RECOMMENDATIONS

Last updated: January 12, 2023

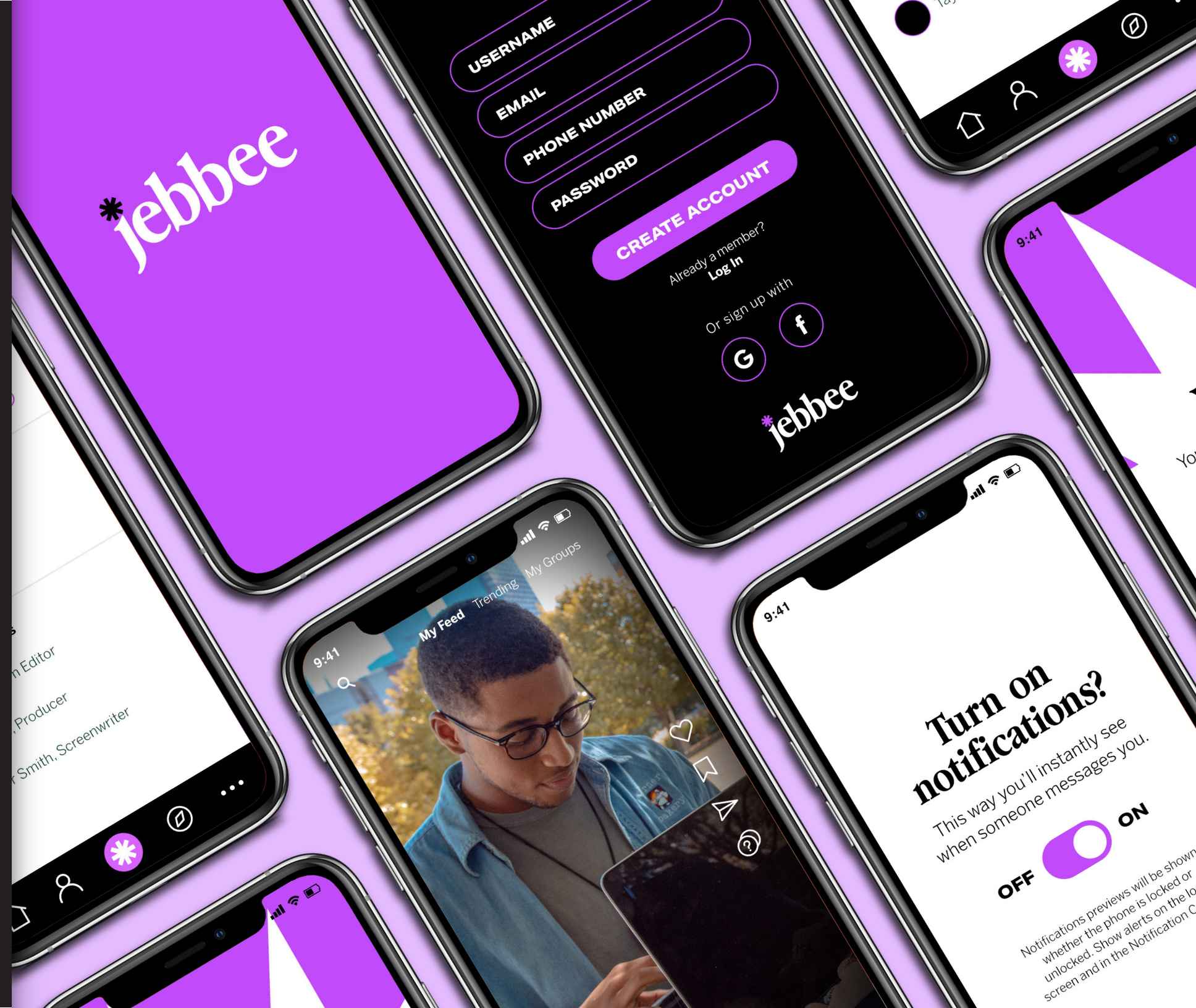


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The Logo

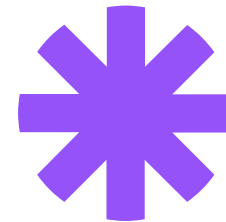
The Logo & Icon

This is the Jebbee logo. It's written in all lowercase Garamond Narrow Bold and has a bold, purple star burst above the "J" to give a visual nod to that spark someone has upon finding their professional pathway.

The icon is geometric and contrasts in style against the bold serif font of the logo. This creates a visual mashup that feels vibrant and modern without the traditional reliance on sans serif fonts. As a result, it's the type of "modern" that's doing something different and that point of differentiation is a direct reference to how Jebbee is serving students and professionals in a new way.

When the logo is not shown in color, it should be reduced to 1 color — either fully black or fully white.

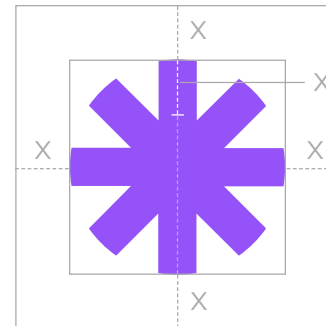
The icon can be separated out for additional forms of usage—as a menu button in the Jebbee app, for instance. It also serves as the profile icon across other social media platforms.



Logo & Icon Spacing

This mark will appear in a variety of places and as such, it's helpful to use a system of spacing that gives the logo enough room without sacrificing prominence. The baseline measurement here is to use the x-height of the letters—from the baseline to the top of the “e,” for instance, as the guiding element.

The spacing around the icon—when separated from the logo—is a little different. This icon will appear alone in places that are quite compact but where we will want to optimize the size of the icon as much as we can. To achieve this balance between space and size, we use a measurement that equals a quarter of the height of the icon to determine the suggested minimum space around the mark. There can be more space utilized but it's recommended we do not use less space than what's shown here.



Logo Do's & Don'ts

As you use your logo across multiple channels, there are some simple rules to keep in mind.

These are intended to keep your brand feeling cohesive and clear, especially if multiple hands touch your brand.

Do's

Keep the space around the logo empty so that it is not cluttered with additional information.

Use the specific logo files designated for your desired background brand color (i.e., "Purple BG," "Black BG," etc.).

Use the brand icon in places where the full logo will not fit.

Use the full logo in places where brand newcomers are interacting with your brand for the first time.

Dont's

Do not alter the logo (i.e., Creating new formations or adding new text).

Do not recolor the logo or icon star.

Do not add any special effects to the logo (i.e., Dropshadows, textures, etc.).

Do not put the logo on a non-brand color background.

File Types

This is a quick guide to help you get the most out of your brand visuals.

Some methods of production require specific file types while others are more flexible. In most print cases, your vendor should be able to give you an idea of what type of file they need in order to make your brand look its best. For online usage, there's often no such guide. Feel free to refer to the notes to the right or reach out to Anne Mauser (heya@annemauser.com) if you have any questions.

Web

PNG

Ideal for online use as this file type has a transparent background. The logo can be used on a color or image-filled background. Similar to the print formats, be sure to use the correct logo for your desired background color. PNG files should not be printed as they often do not retain the correct coloring when going through a printer. It is suggested that you only use PNG files for online use.

SVG

Similar to a PNG, this file type has a transparent background and is ideal for web use. SVGs are scalable, meaning you can increase or decrease their size and they will not lose image resolution. Where possible, SVG files are the ideal ones to use though be aware that not all web platforms support SVG. In those cases, a PNG works well.

Print

EPS

Ideal for print vendors and high-quality pieces. These files are vector-based and can be scaled up or down in size without losing image resolution.

PDF

Similar to the EPS, this will give your print vendor a vector-based file that they can enlarge without the image getting pixelated. PDFs often have a smaller file size than EPS and can be helpful to use when file size is limited.

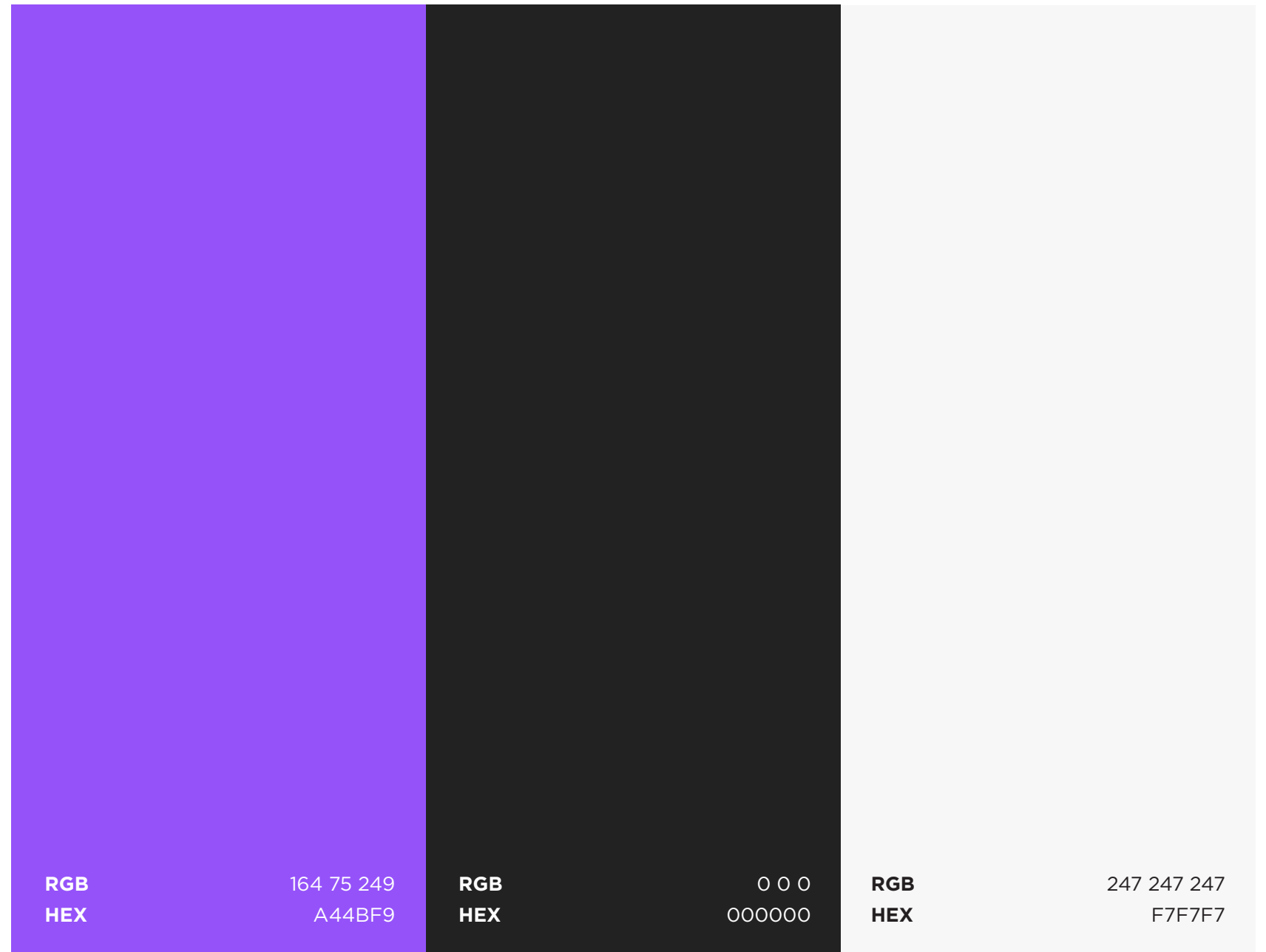
Color

Color Palette

PRIMARY - WEB

The following are Jebbee's primary brand colors and their numeric breakdown.

Because Jebbee lives in a predominantly online environment, the web-based color palette is considered the main palette. In that palette, we have primary and secondary colors. RGB codes and HEX codes will be the best way to color-match your palette across all web platforms and should give you consistency and vibrancy.



Color Palette

SECONDARY + TERTIARY - WEB

The following are Jebbee's secondary and tertiary brand colors and their numeric breakdown.

Because Jebbee lives in a predominantly online environment, the web-based color palette is considered the main palette. In that palette, we have primary and secondary colors. RGB codes and HEX codes will be the best way to color-match your palette across all web platforms and should give you consistency and vibrancy.

SECONDARY

RGB 212 232 54
HEX D4E836

TERTIARY

RGB 18 61 235
HEX 123DEB

TERTIARY

RGB 31 229 135
HEX 1FE587

Type

Primary Type

The following is a set of font guidelines for Jebbee using the primary brand type. The guide to the right is a general overview and covers the basics of type hierarchy.

Type sizing and spacing will vary somewhat across platforms (print versus web). In all instances, content structure like headers, subheaders and body copy—structures that exist both in and outside the Jebbee app—should remain consistent in their treatment.

All fonts will need a purchased or activated license for use through Jebbee if you intend to create additional brand collateral beyond the logo. Please know this does include licensing for use in the Jebbee app. Aktiv Grotesk and Adobe Garamond Pro can be accessed via Adobe Typekit and you can find Garamond Narrow and Benton Sans at the following links:

[License Benton Sans Book and Bold](#)
[License Garamond Narrow Bold](#)

Main Headers Garamond Narrow - Bold

5 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#%^&*()

Subheaders & Primary Buttons Aktiv Grotesk Ex - XBold

50 pt Spacing | All Caps

ABCDEFGHIJKLMN**OPQRSTU**
WXYZ1234567890!@#%^&*()

Body Headers Benton Sans - Bold

0 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&*()

Body Copy & Captions Benton Sans - Book

0 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&*()

Hashtag Buttons Benton Sans - Book

0 pt spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&*()

“Skip”/“Next” links Garamond Pro - Italic

0 pt Spacing | Title Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&()*

Google Type

The following is a set of font guidelines for Jebbee using Google Fonts substitutes. The guide to the right is a general overview and covers the basics of type hierarchy.

Type sizing and spacing will vary somewhat across platforms (print versus web). In all instances, content structure like headers, subheaders and body copy—structures that exist both in and outside the Jebbee app—should remain consistent in their treatment.

Main Headers STIX Two Text - Bold

0 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVvWw
XxYyZz1234567890!@#%^&* ()

Subheaders & Primary Buttons Syncopate - Bold

0 pt Spacing | All Caps

ABCDEFGHIJKLMN OPQRSTU
VWXYZ1234567890!@#%^&* ()

Body Headers Libre Franklin - Bold

0 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&* ()

Body & Caption Copy Libre Franklin - Regular

0 pt Spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&* ()

Hashtag Buttons Libre Franklin - Regular

0 pt spacing | Sentence Case

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%^&* ()

“Skip”/“Next” links Syncopate - Bold

0 pt Spacing | All Caps

ABCDEFGHIJKLMN OPQRSTU
VWXYZ1234567890!@#%^&* ()

Patterns & Graphics

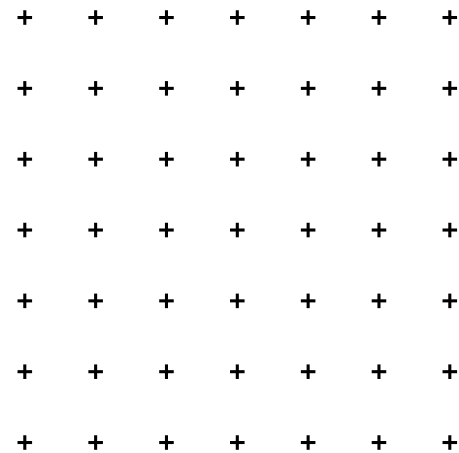
Pattern Use

The patterns to the right can be used in layouts in a number of ways. They can frame your highlighted content, balance the open space around an image and bring another level of visual sophistication and detail.

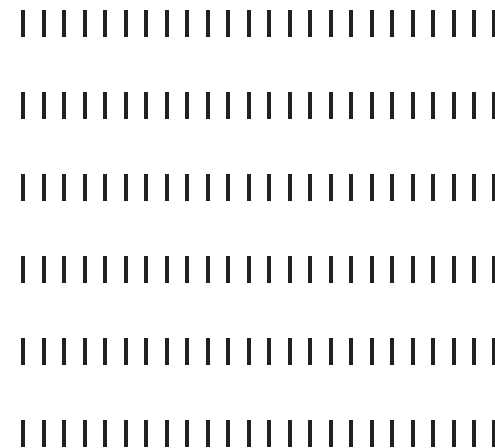
Jebbee aims to help individuals find their career pathway and with this in mind, these patterns reflect a few things—positive direction, pathways and data integration.

The pattern on the far right is a slightly custom version of the more traditional line pattern shown. That variance should be edited in-layout, as it relates to your page or screen content, letting the wave on the open end balance against that content. The variance itself in that pattern helps to communicate Jebbee’s ability to tailor content to the user. With assessment questions and personal input curating one’s feed, this pattern can evoke a modern bar chart—the differing lines representing those variances in one’s personality, preferences and skills sets.

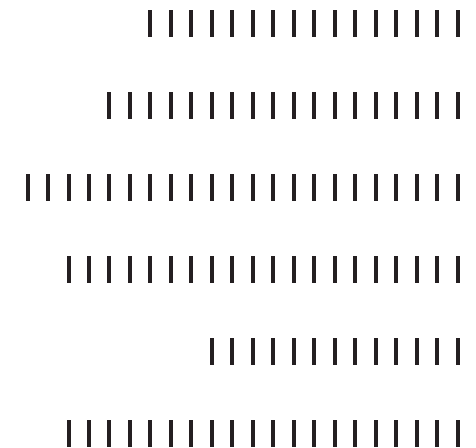
PLUS PATTERN



LINE PATTERN



VARIED LINE PATTERN



Branded Graphics

Graphics like the ones shown to the right can be a way of extending your brand look-and-feel into layouts and custom imagery.

While the goal is not to create a layout using only these graphics, you can utilize 1–2 of the marks shown to the right alongside a brand pattern to create an open and engaging mix of visual assets. Altogether, these marks in their angularity create a juxtaposition against more organic-shaped images, letting smoother curves in an image balance against more structured graphics.

In using these across layouts, aim for **asymmetrical balance over perfect symmetry.**

A layout that uses graphics should always have more open space than used space and these graphics should never be so prominent that they distract from the image or content shown alongside these visuals.

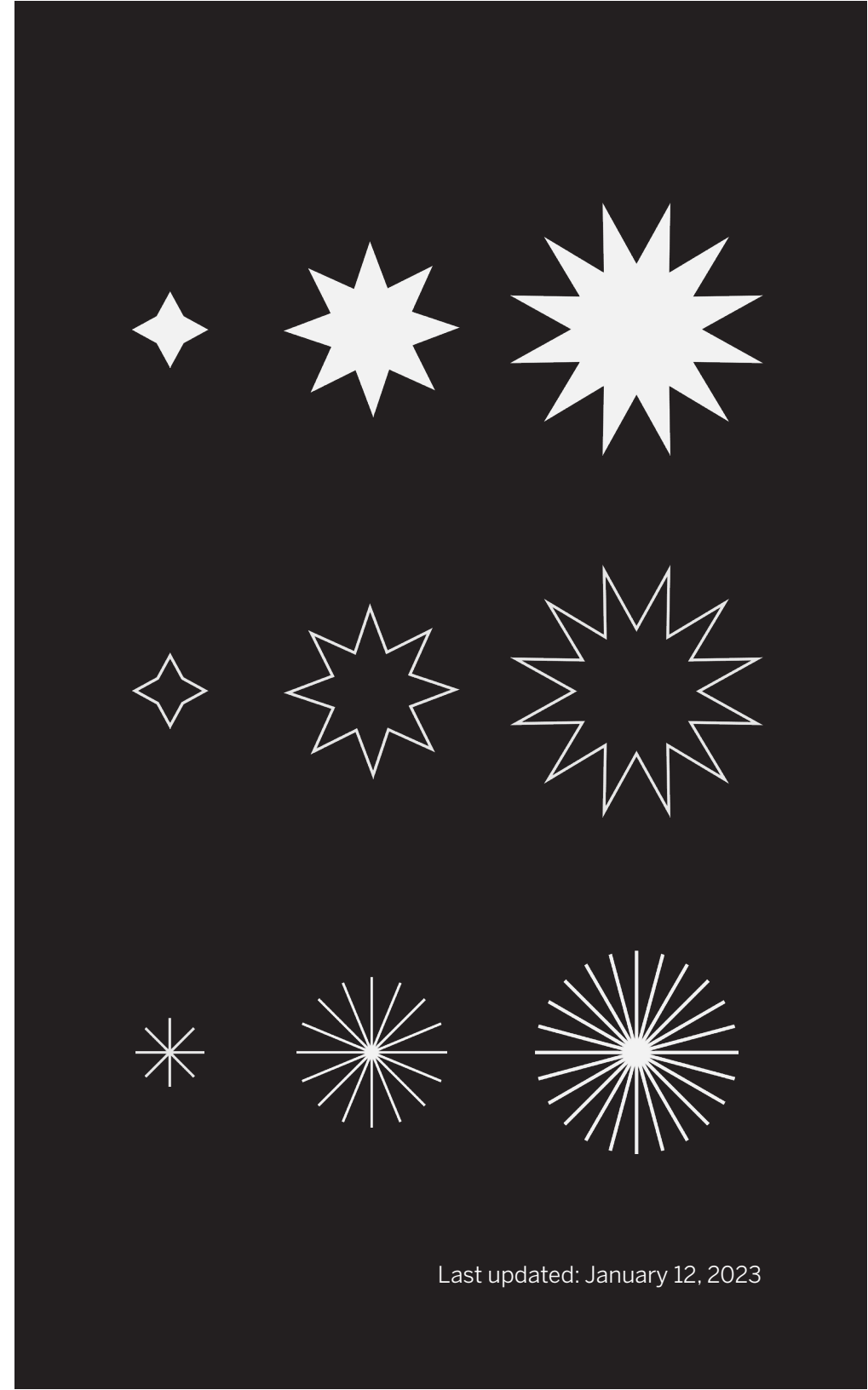
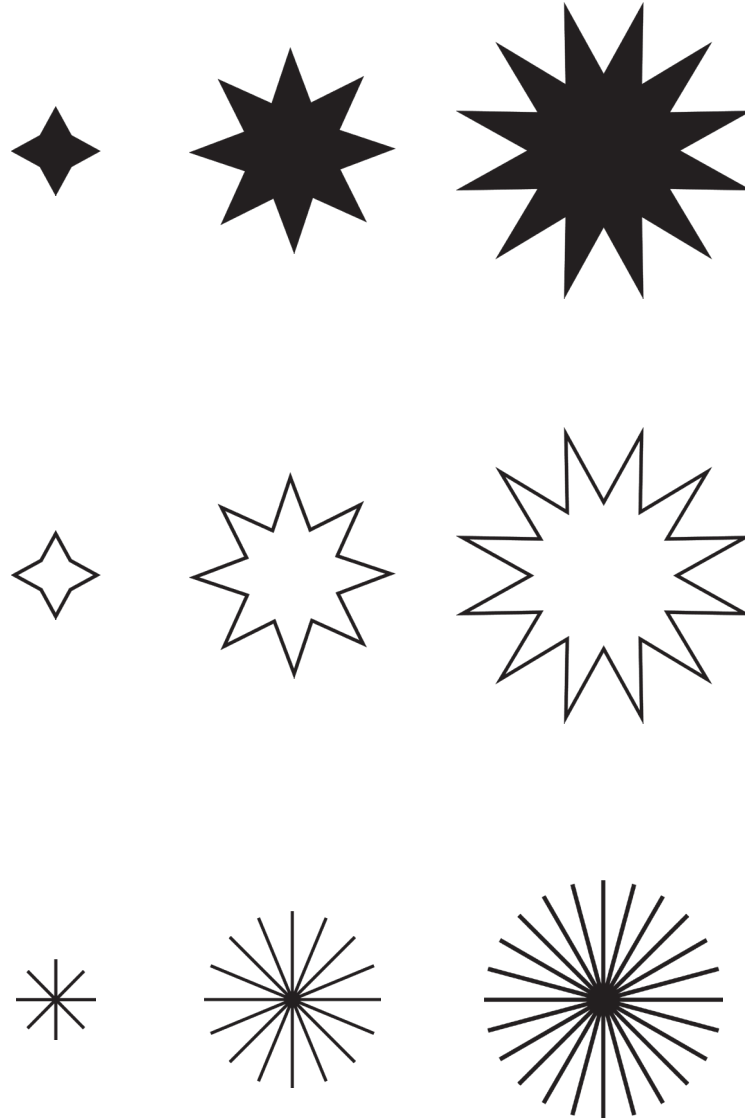


Image Styling

Image Selection

Images are a great way to bring texture and personality to the Jebbee brand system. Our brand graphics and patterns are geometric in nature and contrast well with the organic forms you find in subject-based imagery. As you search for images, aim to select photography that includes the following:

- 1–3 image subjects.
- A variety of individuals across race, gender and industry.
- Young adults that represent students. College-aged is preferred.
- Working professionals in non-traditional jobs. It should always be clear in the subject's clothing, tools or task what that job is.
- A clear distinction between foreground and background (To ensure the background can be deleted).
- No primary objects that intersect with the top of the image.
- Hair styles that work well with a flat color background and do not require excessive editing that may interfere with the integrity of the image or subject's presence.



Stylization

Images, once selected, follow a few steps.

Isolating the subject in the image is the first step. All subjects should be shown on a brand color background with the original photo's background removed. Some smoothing around clothes and hair may need to occur for the image to look its best.

Once the image is isolated, it should both be converted to black-and-white and have its levels adjusted to achieve a strong contrast. As you make this change, please be aware that we want to retain a variety of skin and hair tones across images—even if those images are shown in black-and-white—so be mindful as you adjust to accurately reflect that subject's features.

Once the image has been isolated and color adjusted, export your working PSD (if working in print) or a PNG (if working via web) and drop that image onto a color background. Supplement the imagery with some of the patterns and graphics you see in the previous section, taking care to not add too much to the layout. The photo should always be the first thing your eye is drawn to.



Questions

**IF YOU HAVE ANY QUESTIONS THAT YOU FIND ARE NOT ANSWERED
IN THIS SET OF BRAND GUIDELINES, PLEASE FEEL FREE TO REACH
OUT TO ANNE MAUSER AT HEYA@ANNEMAUSER.COM.**